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THE **X-Ray**
Scoopette
Reflector
For Show Case Lighting



Copyrighted, February 1915
National X-Ray Reflector Company
Chicago - New York

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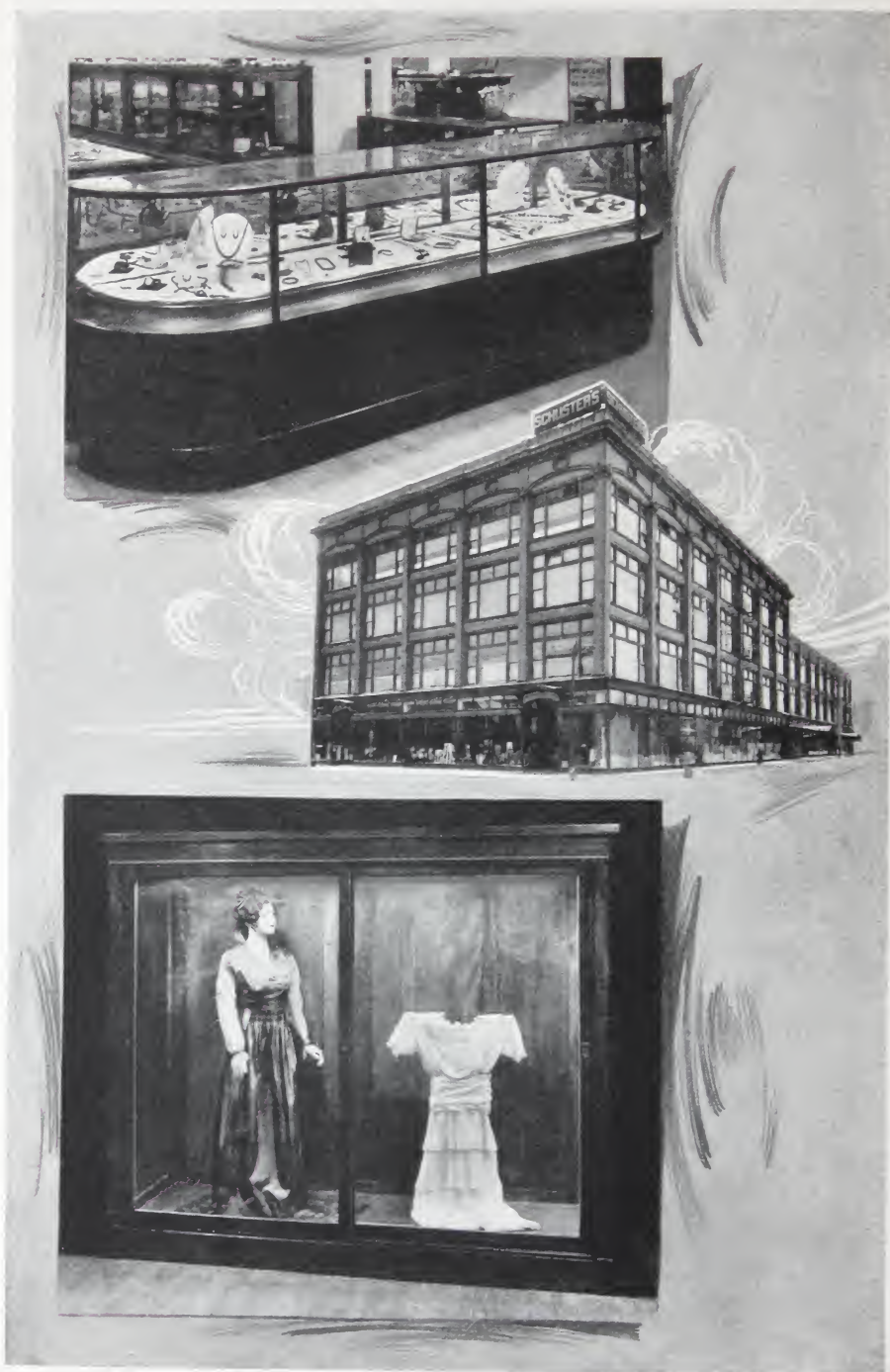
CCA



A photograph, made at night, from the rear of a show-case, showing accurately the light "Scoopettes" furnish.

National X-Ray Reflector Co.

Chicago, 235 W. Jackson Blvd.
New York, 21 W. 46th Street



Show Case Lighting, Ed. Schuster & Co.'s Store, Milwaukee
 Upper—Jewelry Case Center—Exterior View Lower—Typical Wall Case



The Lowest Salaried Salesperson in the Store

"Oh, Grace! Aren't those just perfectly dear?" The two women entering or leaving the store stop, step over to the show-case and inquire the price of some article which attracted their attention. A capable salesperson, backed by meritorious merchandise, will sell a highly profitable majority of such customers.

At a neighboring mens wear store a man "drops in" to purchase shirts. He leans against the show-case awaiting his parcel. His eyes are naturally attracted to the nearest brightly lighted object. This happens to be a display of neckwear in the show-case he is resting against. One in particular appeals to him. "How much?" he asks a by-standing clerk. "Fifty cents? Yes, I'll take it." He departs with his purchases, and again an efficiently lighted show-case has made a sale.

How common these occurrences are! How many hundred thousand times they take place daily! How huge the total sales so made must be! How still greater must be the daily loss in good, profitable business to merchants who neglect to brightly light their show-cases!

Big merchants everywhere spend thousands of dollars yearly for electricity to light their cases. They could not afford to and would not be without it, though for years they have paid far more for current—for lamps and for up keep than a neat, economical outfit of the new show-case lighting units—X-Ray "Scoopettes,"—require.

The Benefit to your Employees

It is indeed an exceptional man or woman who can be pleasant and courteous, hour after hour, to dozens, possibly hundreds of different people if he or she be afflicted with a headache or strained, tired eyes.

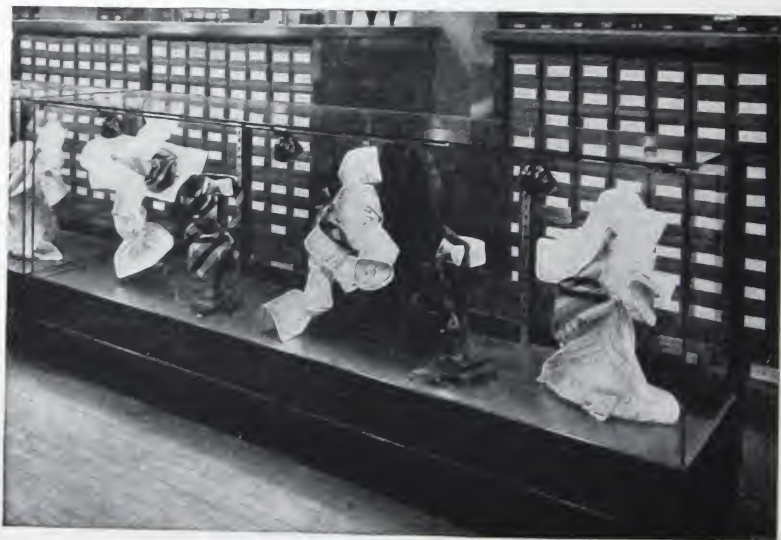
Show-case lighting is an acknowledged asset to any merchant, but show-case lighting which forces the clerk back of the counter to face a continuous annoying glare practically defeats its own purpose. It lowers his efficiency as a salesman by making him irritable to a point where he loses business, failing to "cash in" on a customer's interest in merchandise, to which the show-case lighting has called attention.

Show-case lights are placed directly in the line of vision of the clerk behind the case. If the lamps are visible the glare they give cannot fail to be detrimental to the health and productiveness of your employees and to your sales volume.

Notice how carefully this important point was cared for in designing the "Scoopette." The picture at the right is a photograph made with the lens of the camera in the natural position of a person's eye when standing back of a show-case.



How "Scoopette" shields clerks eyes from glaring lamps



All the light on the merchandise; no glare in the customer's eyes



Why Scoopettes Excel

Scoopettes change show-cases from mere dark, unattractive *containers* of merchandise to bright, never-tiring *salesmen* of merchandise. Scoopettes give show-cases the power to *stop* customers—create interest in the wares, and *emphasize* the values offered by each display. They furnish *light*—the connecting link between customer and goods—at a *very slight cost*.

40% SAVING IN ELECTRICITY

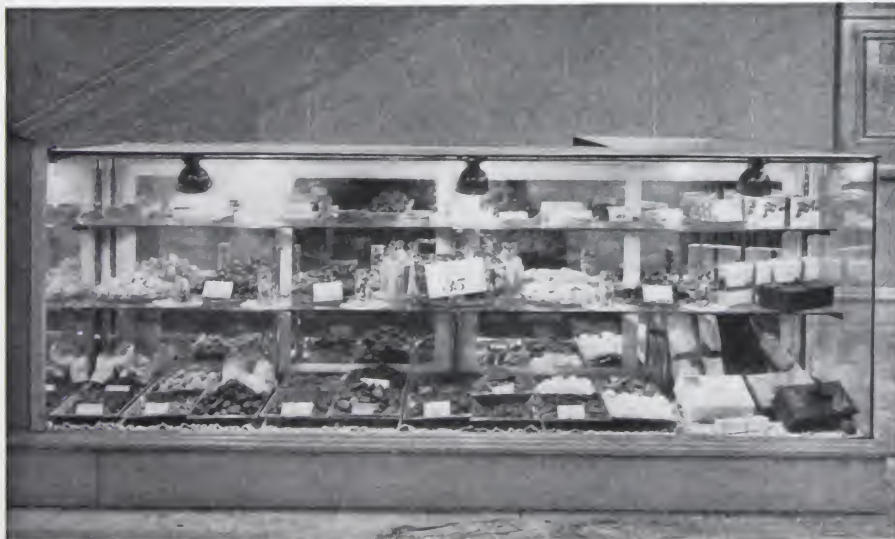
Having the great reflecting power of all X-Ray Reflectors, "Scoopettes" give you as brilliant illumination with 15-watt lamps as their nearest competitors do with 25-watt lamps. A *clean saving of 40 per cent on the monthly light bill*. This is all proven by carefully conducted tests like that which caused Ed. Schuster & Co., Milwaukee, to install 1852 "Scoopettes" as told on page 8.

50% SAVING IN LAMP COST AND TWICE THE LIFE

The G-16½, 15-watt lamps used in the "Scoopette" cost but 36 cents each, less than one-half the cost of the 25-watt tubular lamp. The tubular lamp will burn 600 hours, whereas the G-16½ lamp is guaranteed for 1000 hours burning. Not only do "Scoopettes" lamps cost half as much as tubular lamps, but they burn almost twice as long.



Small lamp at left saves 40% current cost. It is used with "Scoopettes"



Notice how much less "Scoopettes" obstruct the view compared to any other device on the market



VIEW OF DISPLAY NOT OBSTRUCTED

The important consideration in the development of this "Scoopette" equipment was the least possible obstruction of view into the case. This objectionable feature was reduced from 10 per cent obstruction of view by the small trough equipment to 2 per cent obstruction of view by the "Scoopette." The illustrations graphically show this. In all cases the slender three-eighth-inch connecting tube, which carries the wires between the reflectors, is practically hidden by the upper edge of the front glass.

BRILLIANT, EVEN ILLUMINATION

It will surprise you to see how brightly and evenly a case can be illuminated by these little reflectors. With the 2-foot spacing, which we recommend, an intensity of 15-foot candles is secured, which is *three times the intensity of light in the average store interior*. These results are only possible with the lamp above mentioned and the X-Ray Reflector, which is of the correct shape and has the most powerful reflecting surface—pure silver mirror—not quicksilver. *The X-Ray Reflector is the only silvered mirror reflector which lasts indefinitely*. Fifteen years' use is ample proof. Your reflector renewal expense is *nil*.

CHEAPEST TO OPERATE

Besides saving 40 per cent in current, and 50 per cent in lamp cost, there is much less lamp breakage with "Scoopettes." The lamps burn in their natural position, "tip-down." The jar of sliding doors affects them far less than lamps burning in a horizontal position. Besides this important saving in cost, you will instantly appreciate the elimination of the annoyance of having lamps constantly going out of commission in the midst of a busy day.

CLEANED IN $\frac{1}{4}$ THE USUAL TIME

With "Scoopettes" lighting your cases lamps can be removed or replaced without disturbing the display or trim. All that is necessary to clean "Scoopettes" is to wipe the lamp and the inside of the reflector with a *dry* cloth. The surface of the reflector is fire-glazed, so that cleaning a "Scoopette" becomes a mere matter of wiping out, instead of washing.

"APPROVED BY UNDERWRITERS LABORATORIES"

—and that means a great deal in these days of rigid inspection. The Scoopette is the only show-case lighting device on the market furnished complete, in which every fitting used passes the laboratory tests and conforms to all requirements of the various Electrical Inspection Bureaus. We *guarantee* it will pass inspection anywhere. This will save you worry, expense and time, and remove one of the greatest dangers of fire.

NO HEAT

The temperature of show-cases lighted by Scoopettes on 2-foot centres never rises above 81 degrees. The heat generated by Scoopettes is so small that the Underwriters Laboratories permit and approve of the use of the regular No. 18 rubber covered fixture wire, whereas slow burning or asbestos covered wire is required with all other devices on account of excessive heat generation.

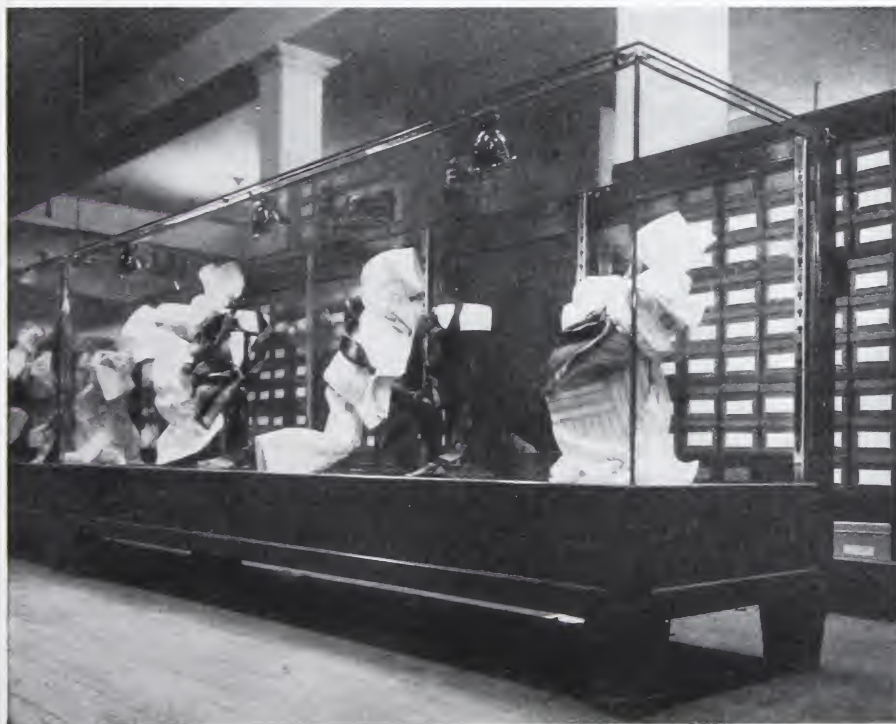
The foremost Architects, Engineers, to protect their clients against excessive insurance rates, insist on the use of approved appliances. These men appreciate the desirability and difficulty of obtaining devices which are at once efficient, complete, and approved, and the rapidity with which they are recommending the Scoopette is in itself a testimonial.

**NEAT, SIMPLE
TO INSTALL AND
"STAYS PUT."**

Scoopette equipment is easy to install, at the factory or in the store. Many cases are equipped without disturbing contents. Designed for simplicity in construction and neatness in design it is an ornament to the finest case. Its dignified black nickel finish harmonizes beautifully with the plate-glass. It *cannot* sag or get out of place. It is unaffected by the slamming of doors. Lamps never drop into view to mar the display. Our method of construction and installation makes the outfit perfectly rigid.

**COMPLETE
EQUIPMENT.**

You or your Electrical Contractor are not put to any trouble and expense in furnishing switches, fittings, tubing, etc., which will necessarily be cumbersome and unsightly after they are installed, not being made for this purpose. Scoopette outfits are *made complete*, from floor outlet to reflector, *by us*, and shipped to you *ready to install* with full instructions.



Typical case lighting, Klee Bros., Mens Wear, Chicago, who use 150 "Scoopettes"



Scoopettes Save Ed. Schuster & Co., \$7,857.85 a year on case lighting

A Competitive Test of Scoopettes vs. the Latest Trough Type

Comparisons made in conference by Mr. Friedman, President of Ed. Schuster & Co., Mr. Vaughn of Vaughn, Meyer & Sweet, their Illuminating Engineers, and Mr. Weimer of the National X-Ray Reflector Co. The decision to install 1852 Scoopettes in the two Schuster stores was based on these conclusions and the other advantages enumerated.

Comparative Maintenance Cost

1852 Lamps Being Required

For use in mirrored trough reflector the T-8, 12-inch tubular 25-watt mazda lamp was found most efficient and was practically decided upon before presentation of the Scoopette. According to lamp manufacturers, the life of this lamp on their rack tests where conditions are ideal, average about 600 hours burning.

T-8, 25-watt lamp, list price.....\$.95

25% discount, net price.....\$.71¼

In Scoopette equipment the G-16½ candelabra base, 15-watt mazda lamp gives equal illumination. The lamp manufacturers guarantee the life of this lamp when used in Scoopettes to average approximately 1000 hours burning.

G-16½ candelabra base 15-watt lamp, list price.....\$.55

50% discount, net price.....\$.27½

The above concerns are very large users of lamps on medium screw base lamps such as the T-8 lamp, their discount is about 25 per cent.

The G-16½ candelabra base lamps come under the miniature base lamp discount which in this case is about 50 per cent.

In these stores show-cases will be lighted approximately 3000 hours per year, which means lamp renewal with T-8 lamp at least 5 times or a total of 9260 lamps per year. While with the G-16½ candelabra base lamp renewals will be made only 3 times a year making a total of 5556 lamps.

9260, T-8 lamps at 71¼c.....\$6607.75 5556, G-16½ lamps at 27½c.....\$1527.90

Annual saving on lamp renewals.....\$5079.85

Comparative Current Consumption

T-8, 25-watt lamps in Trough.

G-16½, 15-watt lamps in Scoopette.

The saving is 10 watts on every lamp and the lighting results are equally good.

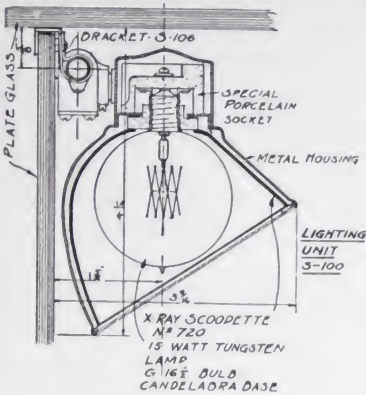
1852 lamps at 10 watts per hour for 3000 hours (yearly consumption) equals 55,560 K. W. Hrs., which at .05 per K.W. Hr. results in an

Annual saving in current cost of.....\$2778.00

Net annual saving.....\$7857.85

Scoopettes can be cleaned in one quarter the usual time. This saving is not figured in the above.

About prices



SCOOPETTE LIGHTING UNIT NO. S-100

Including brass shell, porcelain socket, X-Ray, reflector and housing.

List Price, \$2.75 each

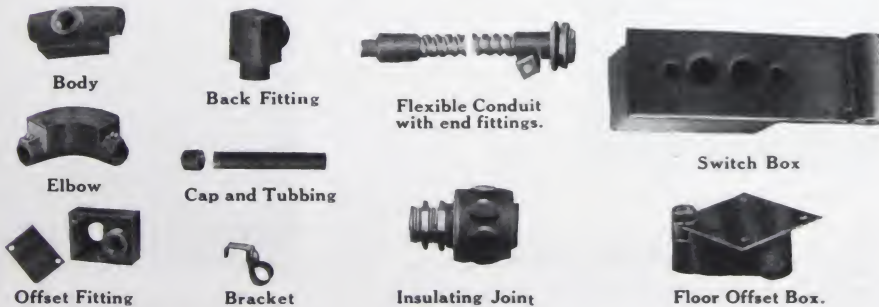
The prices on complete outfits of Scoopettes for show-case lighting are approximately the same as other devices, which are more cumbersome and nowhere near as efficient and satisfactory.

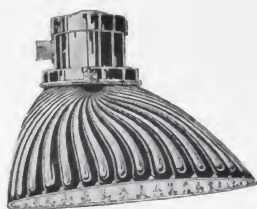
Use dimension blanks on page 11 and we will furnish estimate on complete outfit including insulating joint, switch, switch box, switch plate, all tubing, elbows, fittings, Scoopette unit, wire and brackets required for fastening into case.

There being many places where Scoopette unit can be used separately without other show-case fittings, we list it above. The price on the S-100 "Scoopette" unit includes the powerful silver plated X-Ray Reflector; the special porcelain socket and connections and the reflector casing as shown neatly finished in burnished black nickel.



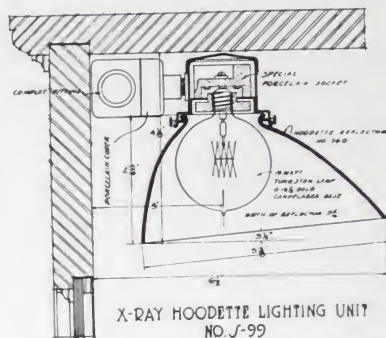
SMALL, COMPLETE, APPROVED FITTINGS





Hoodette

For Wall Cases, Center Cases, Outside Cases, Etc.



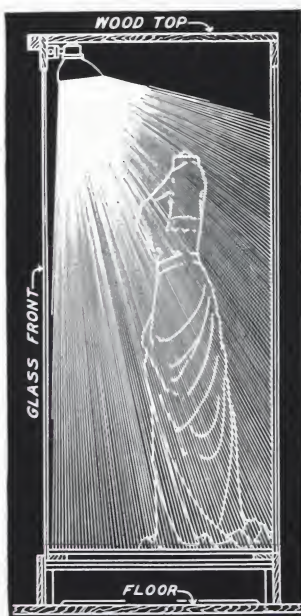
The Scoopette was such an instantaneous success for show-case lighting that calls were made for a similar reflector to meet the different requirements of wall cases, high display cases, etc.

Hoodette, the only specially designed wall case reflector made, meets the problem as no other reflector ever has.

The light is so controlled by this reflector that while sufficient is directed toward the back to brilliantly illuminate the display in the upper part of the case, the greater portion is directed at the proper angle so as to brilliantly illuminate the lower part of the case and the floor, without dissipation outside of the case itself.

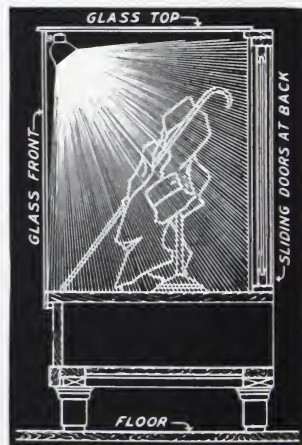
Like all X-Ray Reflectors, Hoodette conceals the lamp filament from the eyes of spectators.

Hoodette is placed at the inside upper front edge of the case, where it is hidden by the frame work. The reflector part is, therefore, not covered with a metal housing as is the Scoopette, but is furnished complete with a specially designed combination socket and reflector holder. The socket being the type used with the Scoopette, takes the same small lamp,—the most efficient candleabra base lamp made.



Wall Case—"Hoodette"

We cannot over-emphasize the great saving in cost the use of these lamps make possible with Scoopette and Hoodette equipments. Read paragraph 3 on page 8.



Show Case—"Scoopette"

Special Dimension Blank

For Securing Net Prices on Scoopette Outfits

Find out how much you can save each month by installing Scoopettes.

Find out how little it will cost you to add this asset to your store.

Fill out, tear off and mail.

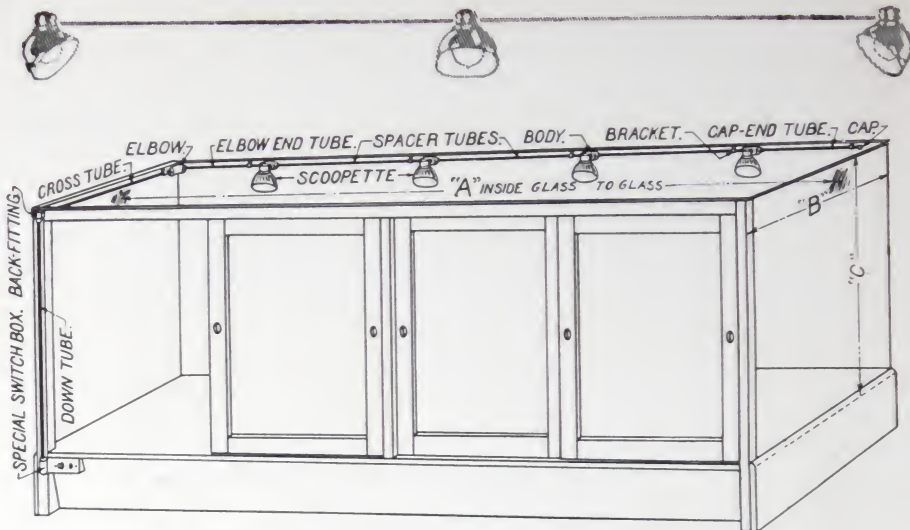
If your cases are not unusual we can figure out a net price for Scoopette lighting from the information you give us below. Spaces 1 to 4 cover five different styles of cases. See instructions on page 12.

Case is used to display.....
All glass case?..... Wood-frame case?.....
Both ends square?..... Both round?..... One round and one square?.....
Want very bright light?..... Medium bright?..... Average?.....
Dimensions (Refer to sketch on next page) A..... B..... C.....
Do you want switch on each case?..... How many cases like this one?.....

Case is used to display.....
All glass case?..... Wood-frame case?.....
Both ends square?..... Both round?..... One round and one square?.....
Want very bright light?..... Medium bright?..... Average?.....
Dimensions (Refer to sketch on next page) A..... B..... C.....
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Want very bright light?..... Medium bright?..... Average?.....
Dimensions (Refer to sketch on next page) A..... B..... C.....
Do you want switch on each case?..... How many cases like this one?.....



How to Measure Your Show-Cases For Scoopette Lighting



To assist you in giving us correct dimensions of cases we show in above sketch how Scoopettes are installed.

We must have the following dimensions exact:

- A. Length, inside, glass to glass:
.....feet,inches.
- B. Depth, from inside of front glass to outside of back corner post:
.....feet,inches.
- C. Height, from under side of top glass to under side of floor of case
.....feet,inches.

On page 11 are four blanks. Fill in one blank for each different size case you wish to light, and after the last question in each blank, "How many cases like this?" give the number of cases of that same size and style.

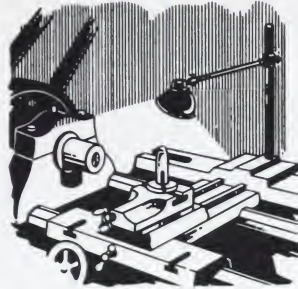
Scoopette Has Many Other Uses

The Scoopete unit, with the proper fittings, is admirably adapted for many purposes, (at very low cost for current),—display racks, blackboards, small show windows, store directories, bulletin boards, etc.



Light for Shaving

"Scoopette" keeps the glare out of one's eyes, but concentrates a brilliant light where needed.



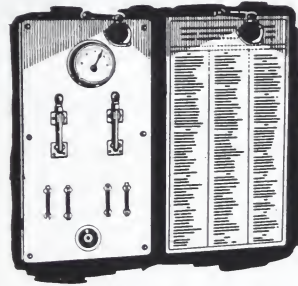
Lathe Lighting

"Scoopette" in its metal housing, stands rough usage and is admirable in countless places in shop and factory.



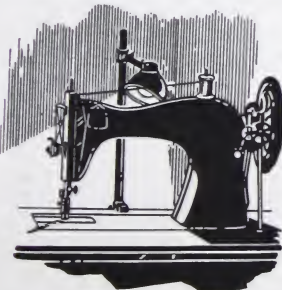
Picture Lighting

A wonderfully even spread of light which accentuates the artist's meaning.



Switch and Bulletin Board Lighting

It is exceedingly important that small figures be easily, instantly and accurately read.



Sewing Machine Lighting

Light on the work, not in the worker's eyes. Minimum current and lamp renewal cost.



Bed Reading Light

Plenty of light at small expense, and arranged primarily for comfort.



Real artificial daylight in the Shelly Store, Milwaukee. Note the perfect, glareless window lighting

Artificial Daylight For Stores

The new "Nitrogen" lamps give an intense white light at very low cost for current. They are ideal for color-matching but ruinous to eyesight unless used with indirect lighting fixtures. The Eye Comfort Lighting System is the original indirect lighting. It uses powerful X-Ray reflectors of scientific design inside the hanging bowls to evenly diffuse the light and to eliminate a spotty, streaky effect on the ceiling. It will give you DAYLIGHT in your store WITHOUT RAISING YOUR LIGHT BILL.

One of the first installations of Eye Comfort fixtures using "Nitrogen" lamps was made in the Shelly Company's store, Milwaukee. Mr. Shelly was so enthusiastic about the lighting that he had a picture made at night and to show us how clear and bright the light was he had himself photographed at the same time *without the use of a flashlight or any other light except that furnished by the Eye Comfort fixtures.*

And this is part of the letter he wrote us:

"Clear, well diffused indirect light is easy for my employees to work under, and my customers find that the lack of glare assists them in purchasing, by making it pleasant and comfortable. In general, for the good of the trade, better lighting conditions should prevail, for a well lighted store (and glare is not good illumination) is the best advertisement possible."

Send sketch showing dimensions of store and mark location of electric outlets, for free engineer's report. We guarantee satisfaction.

Write for special booklet



Double Your Windows' Brightness at no Extra Cost

Big merchants all over are getting rid of their old window lighting fixtures and installing X-Ray Reflector window lighting for two big reasons.

First,—X-Ray Reflectors reduce the current cost about one-half, in nearly every case, or double the light with the same current cost.

Second,—X-Ray Reflectors get better results. They illuminate the window perfectly—show up the display to best advantage and sell more goods.

No matter how excellent your window displays are, if you fail to light them properly they will not attract the attention and sell the goods they should. *Brilliant* lighting from *hidden lamps* in X-Ray Reflectors will increase the pulling power of the best dressed window.

A 60 watt lamp in an X-Ray Reflector will give you practically *twice* the light on the display, of the same lamp in any other reflector. X-Ray Reflectors are scientifically designed for *window* lighting—they are the most powerful reflectors made—they are the only silvered mirror reflectors which last indefinitely—they light your window like a theatre stage—they are easily cleaned—they last for years, give perfect service and *make more sales for you*.

Remove your old reflectors and install X-Ray Reflectors. The difference will surprise you. You'll never go back to the old window lighting method—not for anything. Send dimensions of your window.

Write for special booklet



Books About Lighting

As originators and perfectors of modern methods in lighting, the research work of our Engineering Department and the rapid spread of concealed lighting methods makes necessary the publication of authoritative data in book form to guide architects, engineers and contractors in planning and installing modern lighting and also to standardize methods. Many are gladly sent free, others are very elaborate and are published for certain classes of professional men.

Technical Publications

PORTFOLIO OF DETAILS AND DATA:—The planning and specifying of interior lighting. Free to practicing Architects. To others, \$5.00, net.

ENGINEERING DATA BOOK:—Highly technical description of X-Ray Lighting equipment—its design, construction and purposes—Free to practicing illuminating engineers. To others, \$5.00.

ENGINEERING BULLETIN No. 3:—A terse, technical explanation of the method of laying out and figuring scientific installations of the Eye Comfort Lighting System. Free to everyone.

Books on Indirect Lighting

Single Copies Free on Request.

CORRECT PRACTICE IN CONTROL OF LIGHT: by Augustus D. Curtis:—A discussion of so-called "semi-indirect" lighting in plain language.

STORE, OFFICE AND BANK ILLUMINATION:—Illustrating the efficient lighting of the most modern interiors in these classes.

THE ARTISTIC LIGHTING OF THE HOME, by Evelyn Marie Stuart:—A reprint of a recent article in the *Fine Arts Journal*.

CHURCH ILLUMINATION:—The scientific illumination of the House of Worship.

THE LOGICAL LIGHT FOR THE HOSPITAL:—Setting forth opinions of prominent Surgeons, doctors and hospital architects with descriptions of installations.

INDIRECT LIGHTING IN AUDITORIUMS:—A reprint from the transactions of the Illuminating Engineering Society.

THE CURTIS PORTABLE LAMP:—Description and prices of this wonderful new lamp which combines useful indirect illumination with its decorative features.

Books on Direct Lighting

GREATEST EFFICIENCY IN REFLECTION OF LIGHT:—Describing and illustrating the many uses of X-Ray direct lighting reflectors.

SHOW WINDOW SEARCHLIGHTS:—The only book published covering this important field of illumination—store windows.

CATALOGUE No. 18:—Containing prices on all X-Ray Direct Lighting Reflectors.



Engineering Department, National X-Ray Reflector Co.

This department is responsible for some of the most noteworthy lighting successes of recent years. They are at your service for the solution of your lighting problems of any kind.

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*One cent will pay for the electricity to
light an eight foot show-case for three
hours. One five cent sale pays it twice over*

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